

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	27	31	88
Catchment Adults 18+	5,099	12,093	48,456
Catchment Adults 18+ Per Pub	189	390	551
Populaton Projection 2018 to 2028 (% change)	-0.02%	0.59%	0.77%

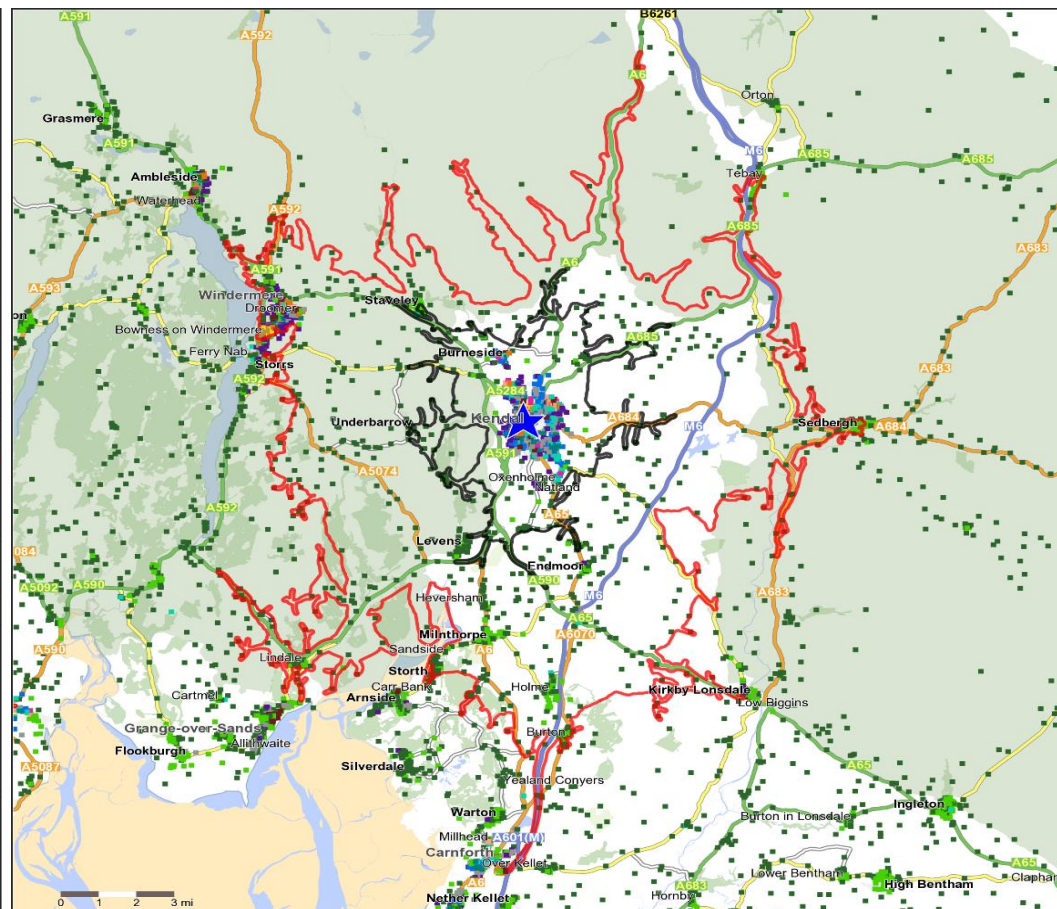
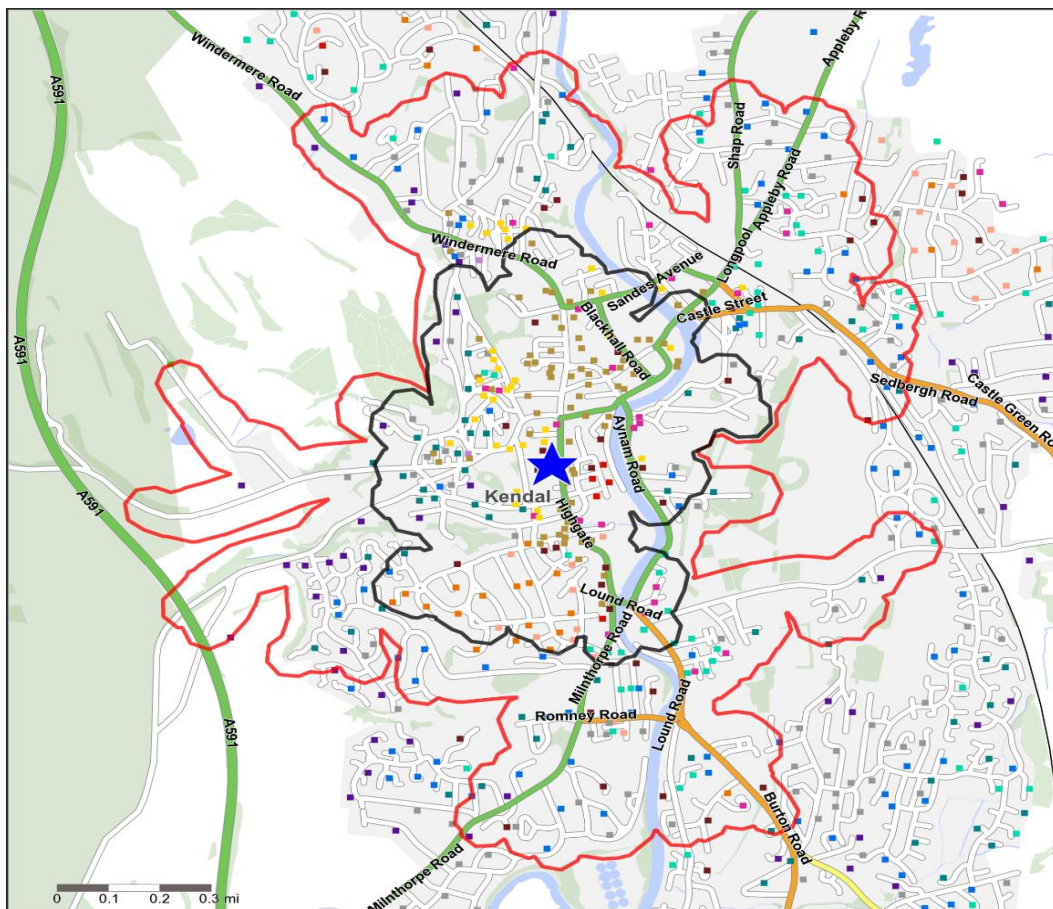
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	4,781	93.8	181	1	High Street Pub	10,837	89.6	173	1	Premium Local	31,662	65.3	126
2	Community Pub	4,181	82.0	176	2	Community Pub	8,696	71.9	154	2	Great Pub Great Food	28,005	57.8	124
3	Circuit Bar	1,536	30.1	48	3	Premium Local	5,434	44.9	71	3	High Street Pub	24,445	50.4	80
4	Premium Local	1,373	26.9	208	4	Great Pub Great Food	3,850	31.8	246	4	Community Pub	22,500	46.4	359
5	Great Pub Great Food	1,069	21.0	52	5	Bit of Style	2,584	21.4	53	5	Bit of Style	5,948	12.3	30
6	Bit of Style	1,009	19.8	74	6	Circuit Bar	2,579	21.3	79	6	Circuit Bar	4,418	9.1	34
7	Craft Led	488	9.6	93	7	Craft Led	1,273	10.5	102	7	Craft Led	2,158	4.5	43

Social Grade	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
AB	472	9.3	105	1,123	9.3	105	4,318	8.9	101
C1	612	12.0	98	1,378	11.4	93	4,965	10.2	84
C2	526	10.3	125	1,248	10.3	125	4,873	10.1	122
DE	729	14.3	139	1,433	11.8	115	4,201	8.7	84

Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2,113	41.4	125	3,646	30.1	91	9,775	20.2	61
Medium (7-13)	1,790	35.1	106	5,393	44.6	134	19,436	40.1	121
High (14-19)	669	13.1	46	2,365	19.6	69	16,292	33.6	118

## Mosaic Groups in 10 and 20 Minute WT Catchment Areas

## Mosaic Groups in 10 and 20 Minute DT Catchment Area



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# Adults 18+ by Mosaic Type in Each Catchment

		10 Minute WT	20 Minute WT	10 Minute DT	20 Minute DT
Mosaic Type Profile		Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+
A01	World-Class Wealth	0	0	0	0
A02	Uptown Elite	16	20	20	20
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	0	48
B06	Diamond Days	36	85	391	1,167
B07	Alpha Families	9	29	196	331
B08	Bank of Mum and Dad	148	397	671	754
B09	Empty-Nest Adventure	2	86	867	888
C10	Wealthy Landowners	0	0	1,019	3,904
C11	Rural Vogue	0	0	330	1,988
C12	Scattered Homesteads	0	0	201	2,161
C13	Village Retirement	0	0	1,041	5,205
D14	Satellite Settlers	0	0	528	3,313
D15	Local Focus	0	0	65	1,644
D16	Outlying Seniors	0	0	40	1,418
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	71	595	1,025	1,282
E19	Bungalow Heaven	0	276	1,416	1,454
E20	Classic Grandparents	3	295	689	693
E21	Solo Retirees	58	407	738	924
F22	Boomerang Boarders	2	713	1,622	1,722
F23	Family Ties	20	187	329	561
F24	Fledgling Free	0	134	298	327
F25	Dependable Me	96	575	1,304	1,318
G26	Cafés and Catchments	55	74	74	74
G27	Thriving Independence	475	879	1,090	1,430
G28	Modern Parents	0	0	307	307
G29	Mid-Career Convention	0	252	980	1,167
H30	Primary Ambitions	133	221	647	688
H31	Affordable Fringe	0	229	1,039	1,057
H32	First-Rung Futures	174	711	1,212	1,249
H33	Contemporary Starts	0	21	233	252
H34	New Foundations	0	0	19	41
H35	Flying Solo	12	247	335	453

		10 Minute WT	20 Minute WT	10 Minute DT	20 Minute DT
Mosaic Type Profile		Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+
I36	Solid Economy	504	631	755	975
I37	Budget Generations	131	151	303	303
I38	Economical Families	0	43	195	195
I39	Families on a Budget	0	0	127	127
J40	Value Rentals	0	0	0	0
J41	Youthful Endeavours	20	77	101	169
J42	Midlife Renters	247	574	724	1,051
J43	Renting Rooms	28	31	159	159
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	0
K47	Single Essentials	157	157	188	188
K48	Mature Workers	25	25	47	47
L49	Flatlet Seniors	87	87	87	87
L50	Pocket Pensions	38	217	476	624
L51	Retirement Communities	396	533	578	944
L52	Estate Veterans	53	268	534	572
L53	Seasoned Survivors	32	56	71	71
M54	Down-to-Earth Owners	21	100	170	176
M55	Back with the Folks	180	270	1,010	1,206
M56	Self Supporters	12	12	156	170
N57	Community Elders	0	0	0	0
N58	Culture & Comfort	0	0	0	0
N59	Large Family Living	0	0	0	0
N60	Ageing Access	563	927	928	1,090
O61	Career Builders	123	136	136	174
O62	Central Pulse	14	14	14	14
O63	Flexible Workforce	8	8	8	80
O64	Bus-Route Renters	1,151	1,344	1,344	1,972
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	0
U99	Unclassified	0	0	0	223
<b>Total</b>		<b>5,100</b>	<b>12,094</b>	<b>26,837</b>	<b>48,457</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. O64 Bus-Route Renters

Singles renting affordable private flats further away from central amenities and often on main roads



- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

### 2. N60 Ageing Access

Older residents owning small inner suburban properties with good access to amenities



- Average age 63
- Often living alone
- Most are homeowners
- Modest income
- 1 or 2 bed flats and terraces
- Pleasant inner suburbs

### 3. G27 Thriving Independence

Well-qualified older singles with incomes from successful professional careers in good quality housing



- Singles and cohabittees 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs



- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

### 2. C10 Wealthy Landowners

Prosperous owners of country houses including affluent families, successful farmers and second-home owners



- High value large detached homes
- Rural locations
- Own several cars
- Most likely to own a horse
- Mature married couples
- Own both PC and laptop

### 3. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links



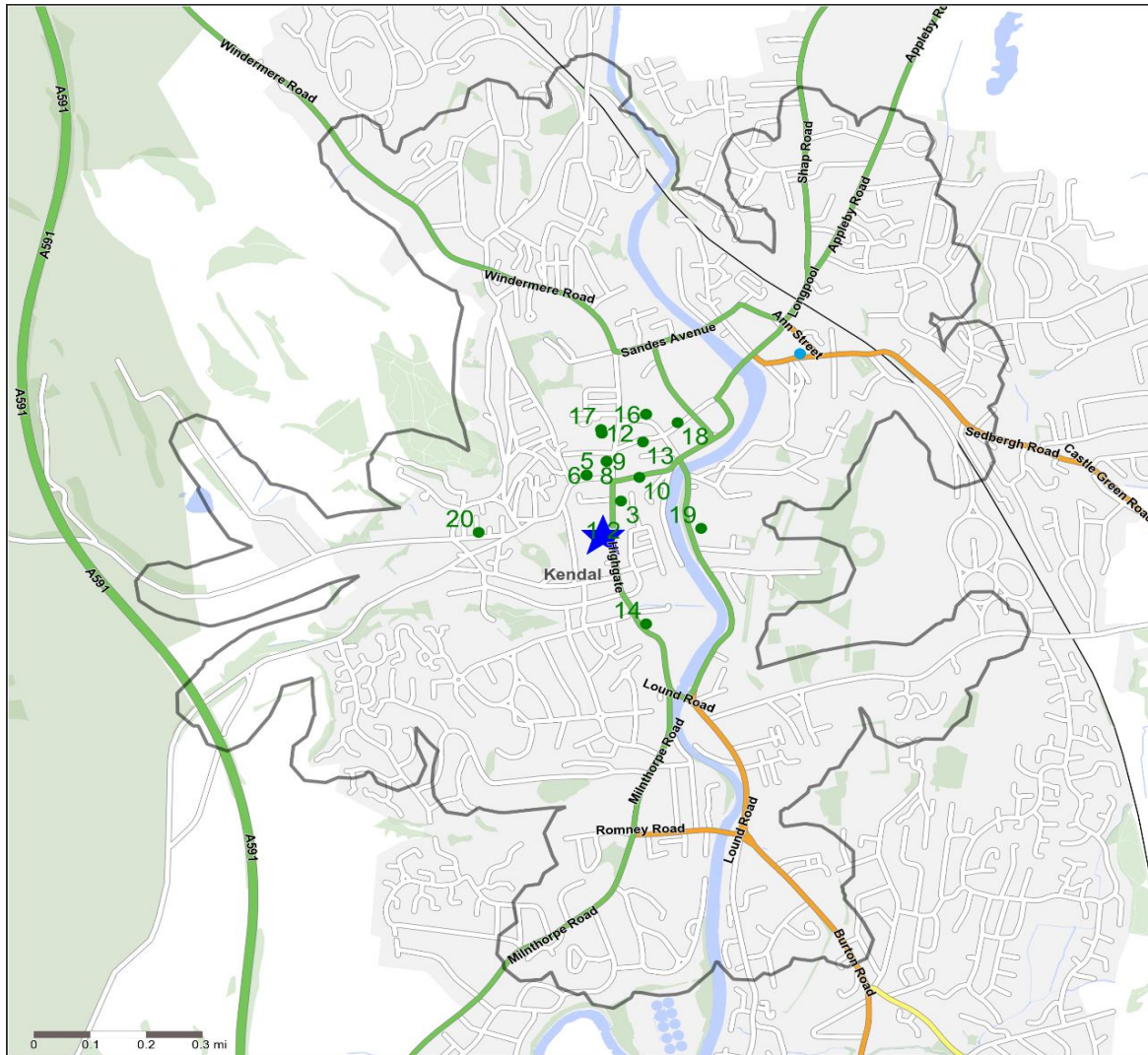
- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto:EMSUKHelpdesk@experian.com) | 0115 968 5099

Activity Group Structure	20 Minute Walktime										
	High			Medium			Low				
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index		
Female: Alone, Pair or Group	4,896	40.5	134	1,206	10.0	61	5,991	49.5	95		
Male: Alone	5,946	49.2	165	1,445	11.9	77	4,703	38.9	73		
Male: Group	5,137	42.5	186	2,012	16.6	64	4,945	40.9	82		
Male: Pair	5,547	45.9	176	1,835	15.2	100	4,712	39.0	68		
Mixed Sex: Group	4,138	34.2	150	2,838	23.5	73	5,117	42.3	96		
Mixed Sex: Pair	4,425	36.6	156	3,422	28.3	87	4,246	35.1	82		
With Children	4,291	35.5	123	1,009	8.3	50	6,793	56.2	106		
Unknown	1,835	15.2	46	3,324	27.5	153	6,934	57.3	120		
<b>For Eating:</b>											
Upmarket	5,191	42.9	140	2,440	20.2	97	4,462	36.9	78		
Midmarket	5,246	43.4	126	974	8.1	89	5,873	48.6	88		
Downmarket	4,286	35.4	159	3,815	31.5	90	3,992	33.0	79		
<b>For Drinking (monthly spend):</b>											
Nothing	4,345	35.9	119	2,857	23.6	100	4,891	40.4	90		
Low (less than £10)	3,907	32.3	108	3,677	30.4	129	4,509	37.3	82		
Medium (Between £10 and £40)	3,921	32.4	106	1,793	14.8	83	6,379	52.7	105		
High (Greater than £40)	3,204	26.5	102	3,091	25.6	125	5,798	47.9	92		

Activity Group Structure	20 Minute Drivetime									
	High			Medium			Low			
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index	
Female: Alone, Pair or Group	10,141	20.9	69	7,955	16.4	100	30,137	62.2	119	
Male: Alone	13,769	28.4	95	3,413	7.0	45	31,051	64.1	120	
Male: Group	9,941	20.5	90	13,503	27.9	106	24,789	51.2	103	
Male: Pair	11,189	23.1	89	4,127	8.5	56	32,917	67.9	118	
Mixed Sex: Group	7,634	15.8	69	20,086	41.5	130	20,512	42.3	96	
Mixed Sex: Pair	14,120	29.1	124	16,545	34.1	105	17,567	36.3	85	
With Children	9,654	19.9	69	5,581	11.5	68	32,998	68.1	129	
Unknown	11,000	22.7	69	7,237	14.9	83	29,996	61.9	129	
<b>For Eating:</b>										
Upmarket	11,567	23.9	78	4,866	10.0	48	31,800	65.6	139	
Midmarket	10,231	21.1	61	1,744	3.6	40	36,258	74.8	135	
Downmarket	10,265	21.2	95	12,279	25.3	73	25,688	53.0	127	
<b>For Drinking (monthly spend):</b>										
Nothing	14,877	30.7	102	10,109	20.9	88	23,246	48.0	107	
Low (less than £10)	19,061	39.3	132	15,831	32.7	139	13,340	27.5	61	
Medium (Between £10 and £40)	11,758	24.3	79	14,524	30.0	168	21,950	45.3	90	
High (Greater than £40)	7,880	16.3	63	11,490	23.7	116	28,863	59.6	114	

## Competitor Map



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★ Site    
 ● Star Pubs    
 ● Pubs    
 N Catchment

## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	New Inn, LA 9 4HE	Punch Pub Company	0.0	0.2
2	Shakespeare, LA 9 4HE	Star Pubs & Bars	0.0	0.2
3	Brew Brothers, LA 9 4ED	Independent Free	1.2	0.6
4	Black Swan Inn, LA 9 4JH	Marston's	2.4	0.6
5	Last Orders, LA 9 4JH	Hawthorn Leisure	2.4	0.6
6	Miles Thompson, LA 9 4JH	Wetherspoon	2.4	0.6
7	Fleece Inn, LA 9 4SX	Punch Pub Company	3.0	0.4
8	Horse And Rainbow, LA 9 4SX	Ei Group	3.0	0.4
9	White Hart, LA 9 4SX	Robinsons	3.0	0.4
10	Burgundys Wine Bar, LA 9 4DH	Independent Free	3.0	0.6
11	Ruskins, LA 9 4ND	Independent Free	3.3	2.6
12	Smokie's, LA 9 4ND	Independent Free	3.3	2.6
13	Bootleggers, LA 9 4AB	Independent Free	4.2	1.0
14	Ring O Bells Hotel, LA 9 5AF	Independent Free	4.5	2.5
15	George & Dragon Hotel, LA 9 4TN	Ei Group	5.1	1.3
16	Globe Inn, LA 9 4TN	Thwaites	5.1	1.3
17	Slate Bar & Cafe, LA 9 4DP	Independent Free	5.4	2.5
18	Masons Yard 24, LA 9 4BN	Independent Free	6.0	1.3
19	Factory Tap, LA 9 7DE	Independent Free	6.9	1.2
20	Riflemans Arms, LA 9 4LD	Admiral Taverns Ltd	7.9	1.8